## How does the BSI team encourage adoption of secure software development best practices?

Even with deep technical content, a business case is required to explain the value of adopting secure software development best practices, and educational materials and efforts are needed to inform consumers about the need for software assurance. The BSI team uses opportunities at the Carnegie Mellon CyLab industrial partner meetings, DHS workshops, and other events to make the case for software assurance and to encourage sharing of case study and ROI information. The BSI team participates in other activities to share BSI content and any other case study or ROI data, with the intent to jointly grow the usefulness and relevance of this information.